BTEC Assignment Brief
Qualification: Level 3 BTEC Certificate in IT

ASSIGNMENT BRIEF

Unit 3: Using Social Media in Business

Learning Aim: A - Explore the impact of social media on the ways in which businesses promote their products and services.

Assignment Title: How Social Media Websites can be used to Promote Businesses

Hand out date: **24th February 2025**
Submission date: **10th March 2025**

Context/scenario:
The local Chamber of Commerce has many members who run small businesses. The members are interested in using social media to promote their businesses but know very little about it. The Chamber of Commerce has approached your college, as they understand students study a unit on social media in business. As a student studying a unit on social media in business you have been asked to provide a report on using social media for business purposes to deliver to the members of the Chamber of Commerce.

Task

Create a report to deliver to the Chamber of Commerce in which you provide an evaluation of the different ways in which a business can use social media. You should cover how social media can be used to interact with customers and promote business products and/or services. You should also cover ways in which social media can be used to target a specific audience and the audience profiles of different social media sites.

Criteria covered by this assignment:

3/A.D1	Evaluate the business use of social media to interact with customers and promote products or services to a target audience.
3/A.M1	Assess the different ways in which a business can use social media to attract a target audience.
3/A.P1	Explain the different ways in which a business can use social media.
3/A.P2	Explain the audience profiles of different social media websites.

Sources of information to support you with this Assignment

- Social Media Examiner is one of many blog sites with lots of up-to-date articles about using social media for business purposes:
  www.socialmediaexaminer.com
- Social Media Today also focuses on social media marketing for business: www.socialmediatoday.com
- Mashable is blog site with a UK based version with lots of up-to-date articles on social media: mashable.com/social-media/
- Articles from the UK Guardian newspaper on a wide range of issues related to social media: www.theguardian.com/media/social-media
- Moodle

Further useful resources may be found at:
http://qualifications.pearson.com/en/support/published-resources.html#step1

English and Maths:
Creating a good quality report covering relevant points.

Personal Learning and Thinking Skills [PLTS]:
You can demonstrate your skills as an **independent enquirer** by researching the topic.